

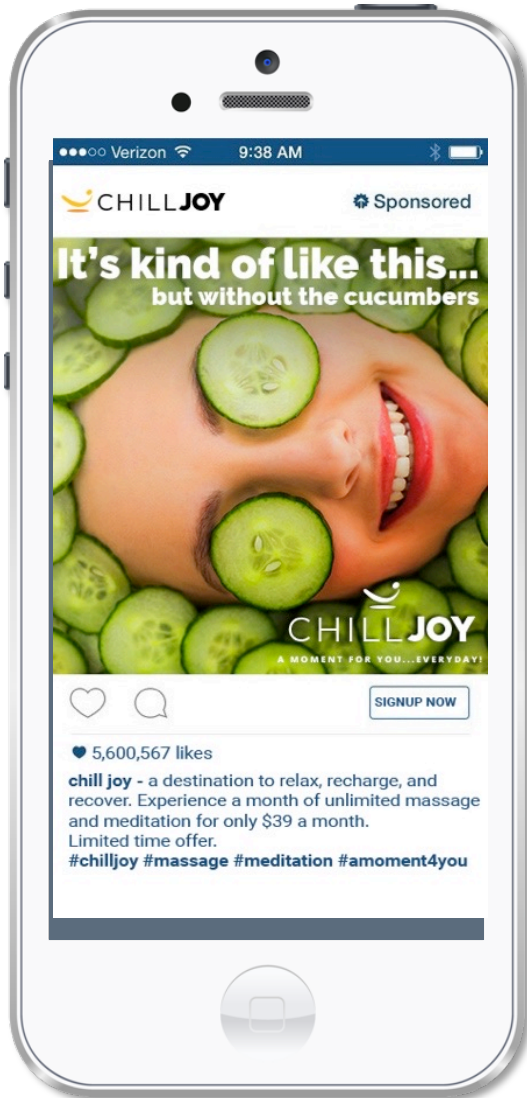


CHILLJOY®

Brand and Marketing



Brand Personality



Everyone deserves a moment to **relax, recharge,** and **recover,** without feeling guilty.

That's why we don't take ourselves too seriously.

Chill Joy is your candid best friend, that is kind, trustworthy, energetic, and always provides you with honest feedback.



Creative – Trial Offer



TOUCHLESS
EXPERIENCE



NO APPOINTMENT
NECESARRY



UNLIMITED
SESSIONS



AFFORDABLE
LUXURY



FREE SESSION



TOUCHLESS
EXPERIENCE



NO APPOINTMENT
NECESARRY



UNLIMITED
SESSIONS



AFFORDABLE
LUXURY

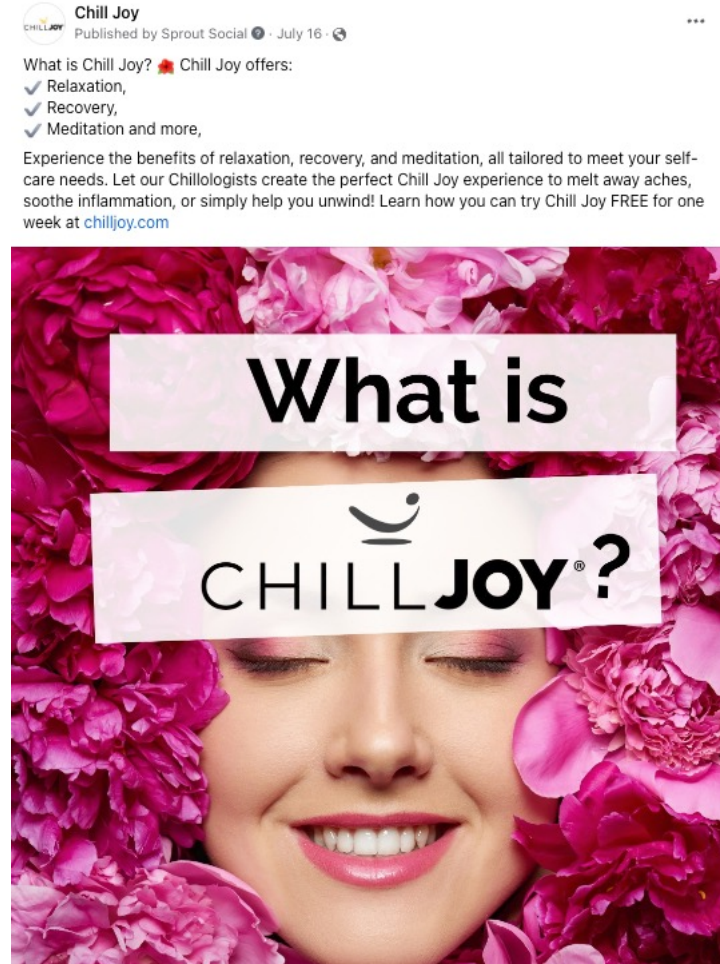


FREE SESSION

CHILLJOY. 6700 Stonebrook Parkway | 469-797-9333



Creative - Social



Creative - Collateral



CHILLJOY.

NOT YOUR
AVERAGE MESSAGE



TOUCHLESS
EXPERIENCE



30 MIN
NO APPT.



AFFORDABLE
LUXURY

FREE INTRO SESSION

CHILLJOY®

THIS IS HOW MANY MESSAGES
YOU GET EACH MONTH.

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\$49.50

(FIRST MONTH)

CHILLJOY.



CHILLJOY.

NOT YOUR
AVERAGE MESSAGE



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30

\$49.50

(FIRST MONTH)

CHILLJOY.

Creative - Collateral



Marketing – Local Marketing



What is CHILLJOY. ?
Massage and self-care services.

- ✓ Unlimited
- ✓ Personalized
- ✓ Next Generation
- ✓ Touchless
- ✓ Affordable

You Deserve a break to RELAX!

Claim Your



FREE WEEK

6700 Stonebrook Pkwy. #106 | Frisco | TX
469-797-9993 | chilljoy.com

What is CHILLJOY. ?
Massage and self-care services.
No appointment required.

- ✓ Unlimited
- ✓ Personalized
- ✓ Next Generation
- ✓ Touchless
- ✓ Affordable

Claim Your



SCAN ME

FREE WEEK

6700 Stonebrook Pkwy. #106 | Frisco | TX
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Claim Your



SCAN ME

FREE WEEK

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General Marketing

Fitness / Gyms

Teachers / First Responders

Customer Acquisition



Meet Kelly



Kelly is focused on her job and improving her well-being. With her kids now at a self-sufficient age she is trying to focus on herself and her career. Still not adaptive to a slower pace life she has traded the pressure of the kids schedule to that now of her own. She is working to maximize (and make-up) for her time that was not possible when immersed daily in the kid's activities.

She feels more tired and more disconnected than what she remembers before having the kids and is challenged with adapting to the pace of today's world. She needs to be at her best everyday to elevate her level of happiness towards the job – she is selfless, so this is a challenge. She wants to be focused and connected but does not feel like she has the time to waste to build a better her.

Profile:

Gender:	Female
Ethnicity:	White
Age:	35-45
Marital Status:	Married
Presence of Children:	Yes.
Education:	College
HHI:	75-100K Per Individual
Occupation:	Management

Key Triggers:

Time:

We must make it easy for her

Guilt:

Needs to be high value

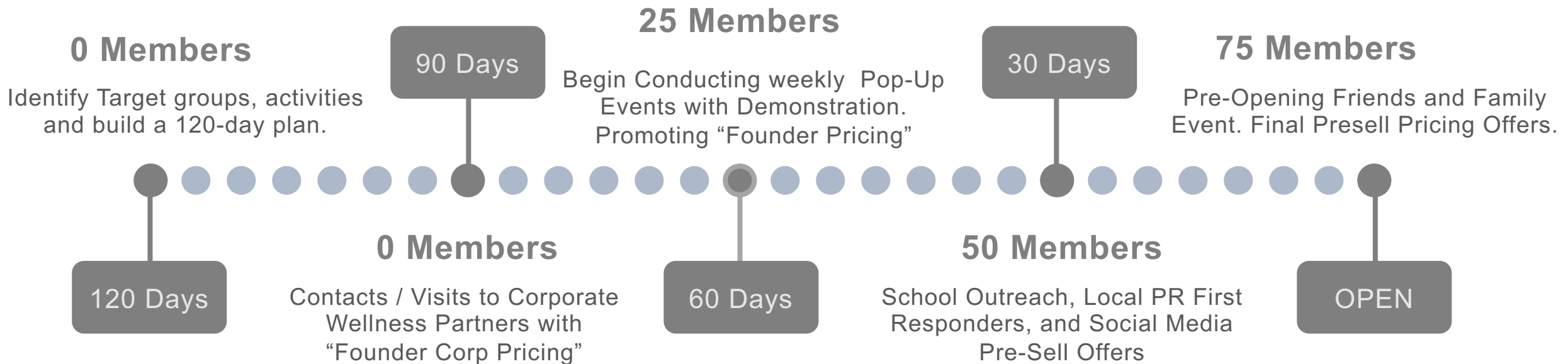
Worthiness:

Needs to be “worth it” to her



Strong Start - Presell Program

Target: 75 members



360 Local Marketing



Community

Build Programs that Contribute and Support the community you serve.



Build Your Tribe

Business today is built on bringing together and leading people who have a common goal.

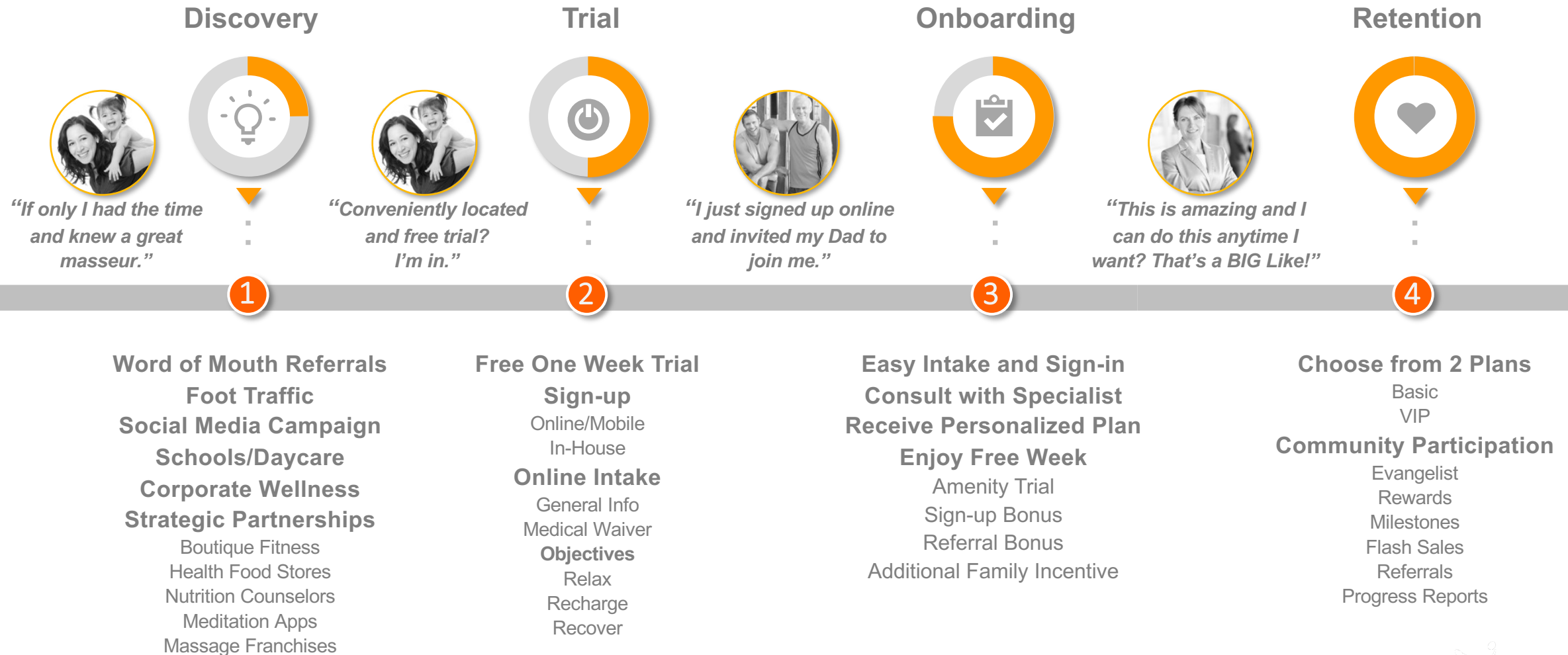


Beyond Digital

Authentic, personalized service drives engagement and loyalty. .



The Customer Journey



360 Community Marketing



Community

Build Programs that Contribute and Support the community you serve.



Build Your Tribe

Business today is built on bringing together and leading people who have a common goal.



Beyond Digital

Authentic, personalized service drives engagement and loyalty. .



Services and Pricing



Pricing

\$25	\$59	\$69	\$79	\$99	\$149	\$990	\$189
Single Chill	Chill Basic	Red Light	Aqua Flow H/C	Chill Unlimited	VIP Chill Unlimited	Chill / VIP Annual	10 Pack Upgrades
<ul style="list-style-type: none"> • 20 min Massage • Nature scapes • Drop In Only 	<ul style="list-style-type: none"> • Massage Only • 20 Min Sessions • Nature Scapes • Weighted Blanket • 4 per month • Drop In Only 	<ul style="list-style-type: none"> • Red Light Only • 4 Sessions • Brain Tap • Meditation • Drop In Only 	<ul style="list-style-type: none"> • Aqua Flow Only • 4 Sessions • Drop in only 	Unlimited: <ul style="list-style-type: none"> • 30 Massage • Red Light Therapy • Aqua Flow H/C • Brain Tap • Meditation • Reflexology • Eye Gel Pads • Weighted Blanket • 25% Retail Discount • 2 Guest Passes • Priority Booking • Gift Card Discounts 	<ul style="list-style-type: none"> • Unlimited Benefits • 2 People • 4 Guest Passes 	<ul style="list-style-type: none"> • Unlimited Benefits • 2 Free Months 	<ul style="list-style-type: none"> • 30 min Massage • Aqua Flow H/C • Red Light Therapy • Brain Tap • Meditation • Reflexology

Trial Offer - Free Week | Intro Offer - 50% Off First Month | Referral Offer - 50% Off



Services

Massage

The Chill

Energize / Shiatsu

Recharge Me

Performance / Thai

The Fixer

Recovery / Sports

Get Me Started

Awake / Swedish

It Hurts Here

Deep Soothe

Relaxer

Recovery / Swedish

Unwinder

Performance / Shiatsu

Meditation

Power Nap

Ocean

Sheltered Rain

Guided Meditation

Breath Awareness

Body Scan

Meditation

Calm and Clear

Sonic Resonance

Naturescapes

Ocean

Rain

Brook

Chimes

Brain Tap

Sleep

Sleep RX

Harmonious Dreams

Energy & Focus

Synergistic Energy

Performance & Energy

Stress Relief

Stress Free Life

Weight Loss

Weight Loss Wellness

Non – Verbal

- **Stress Relief**
- **Energy / Focus**
- **Abundance**
- **Sleep**

Red Light

Express Facial

Aqua Flow

Cold Therapy

Hot Therapy

Contrast Therapy



Design & Real Estate





Site Criteria

Footprint:

- 2000 – 2500 sq. ft
- In-Line or Endcap
- \$40-50 Sq. Ft. (NNN)

Space Utilization:

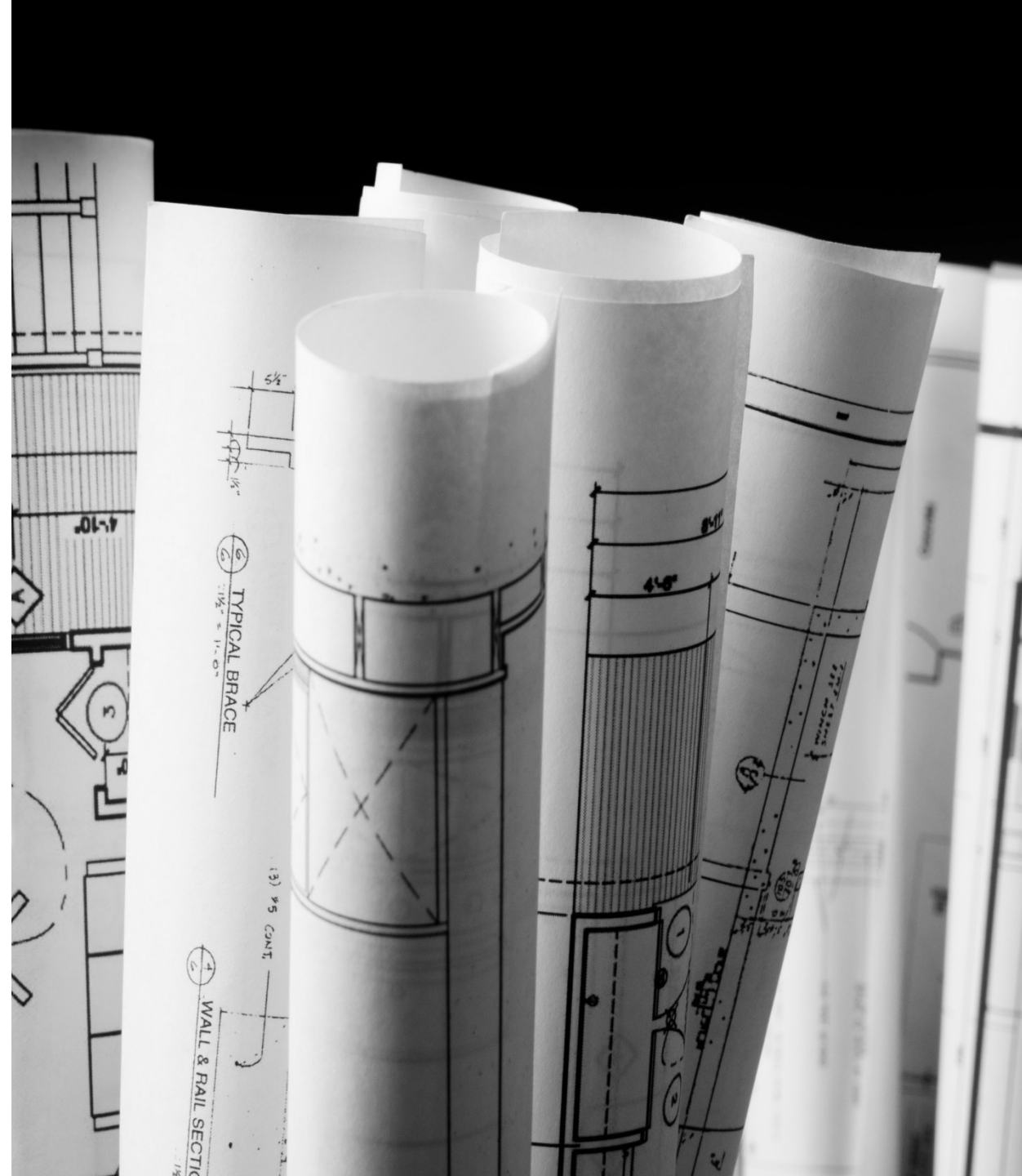
- Lobby / Retail
- Chill Lounge
- Chill Zone

Lifestyle Co-Tenants:

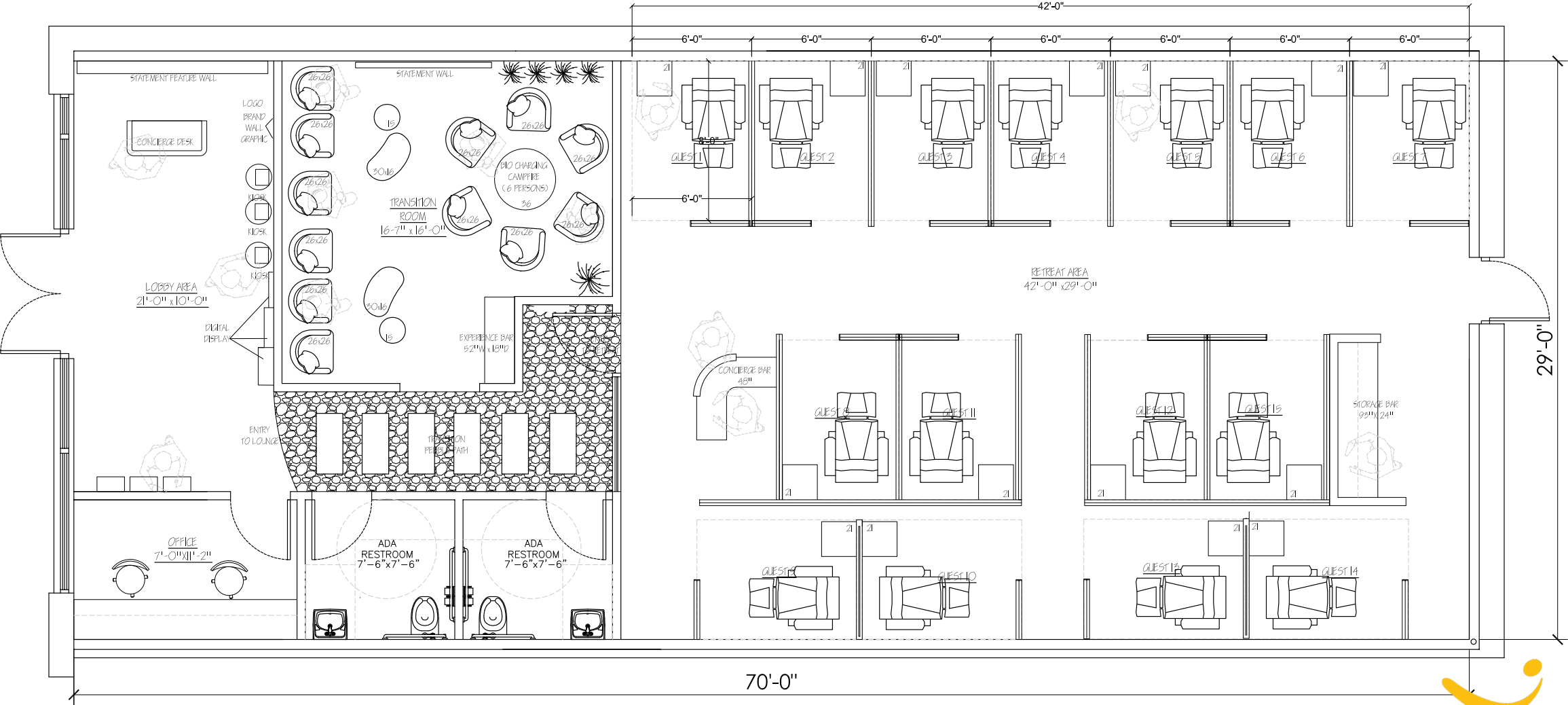
- Boutique Fitness-(Orange Theory)
- Beauty-(Dry Bar, Waxing the City)
- Grocer (Sprouts, Whole Foods)
- Coffee (Starbucks)

Min. Demos:

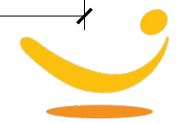
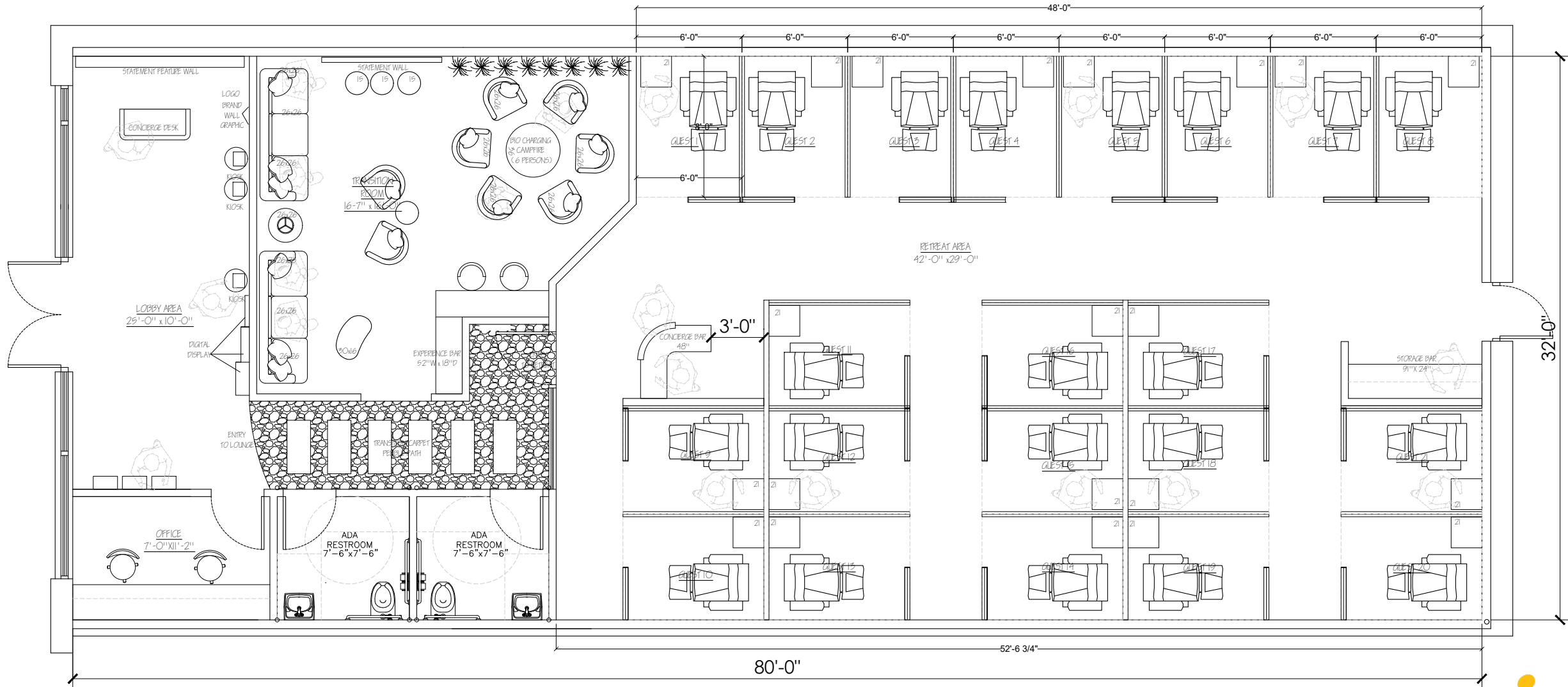
- 3 Mile Population - 75K
- Average Income - \$80K
- Average Age – 35-55
- Daytime / Office Presence



70' x 29' 2030 sq. ft. Prototype – 15 retreats



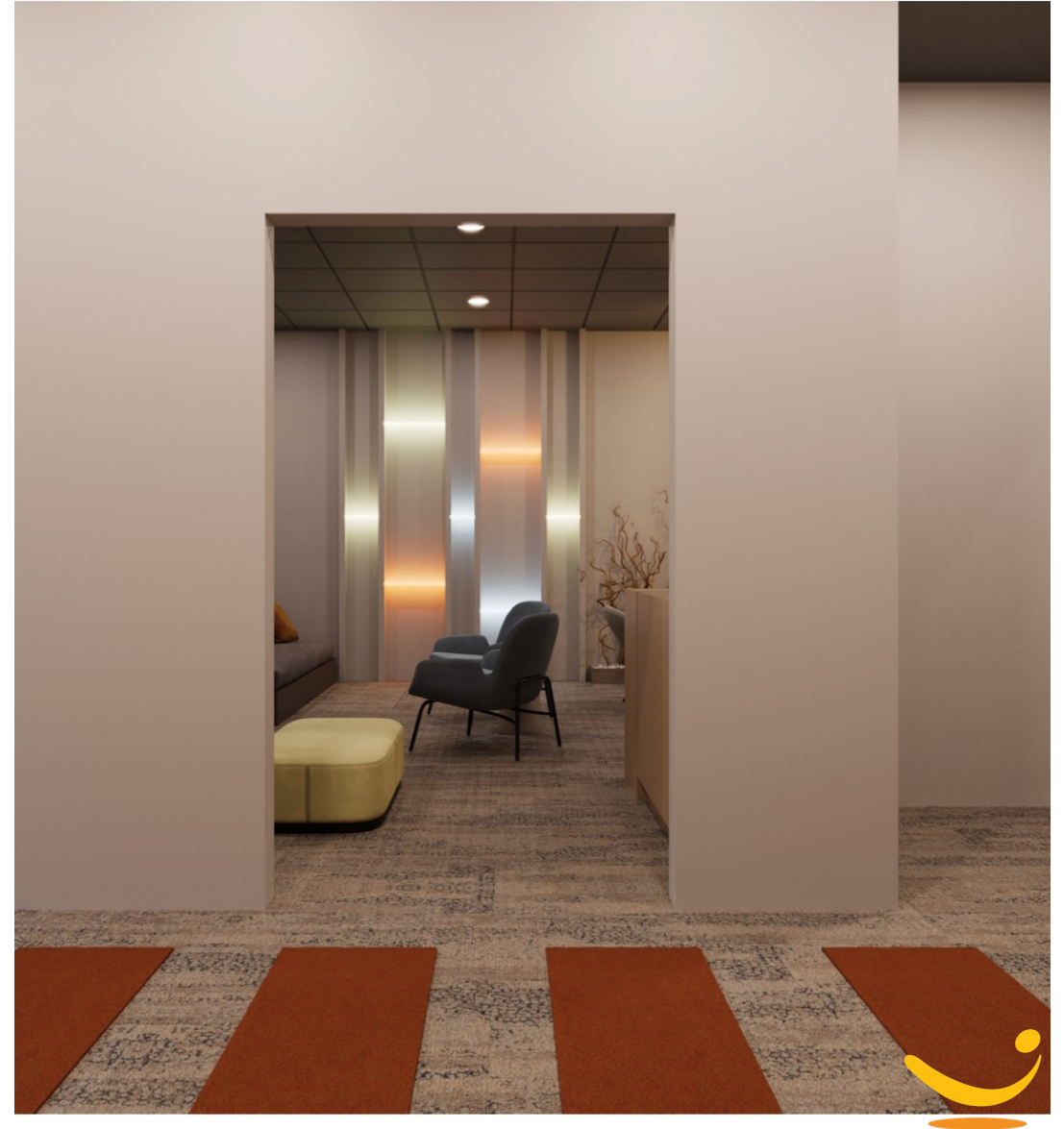
80' x 32' 2560 sq. ft. Prototype – 21 retreats













The Opportunity



Area Developer Program*

Build out an aggressive franchise growth program for early adopters that incentivize them to build out and grow their markets quickly thru an Entity Growth / Area Developer program.

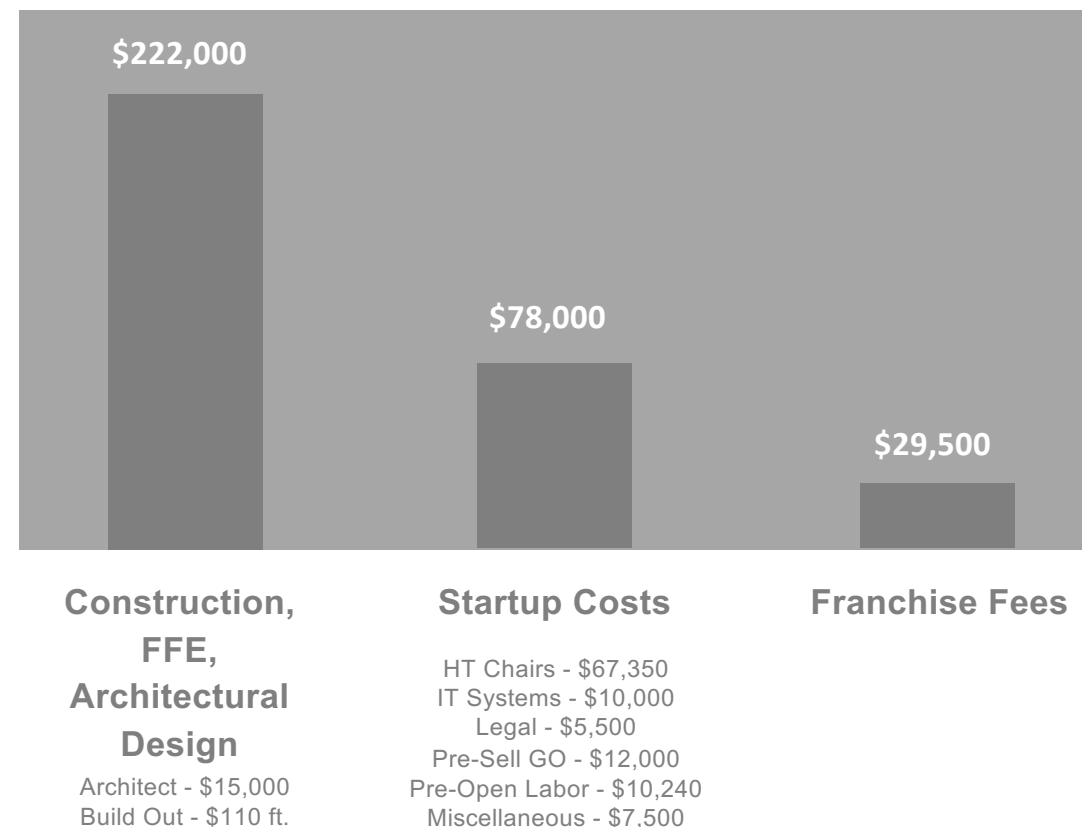
Area Developer Program

- \$50,000 Market Fee (Min 5 Store Commitment)
- \$10,000 Franchise Fee (per location)
- 3% Royalty
- No Ad Fund
- Development Schedule (5 Year)

Target Markets

- Austin / Houston / DFW / Austin / San Antonio
- Florida / Colorado / Illinois / Nevada

Franchise Startup Costs - \$388k*



*This is not a franchise offering or earnings claim but is based on a prototype learnings and proforma which could change based on actual membership growth, pricing, marketing, operations expense, construction costs and final design elements.

